

GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

A.P. State Film Television and Theatre Development Corporation Ltd. – Awards - Institution of National Awards in memory of late Sri B.N. Reddy and late Sri B. Nagireddy & late Sri Chakrapani every year – Constitution of Committee - Orders – Issued.

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GENERAL ADMINISTRATION (I&PR-II) DEPARTMENT

G.O. Ms.No: 362

Dated:27.07.2009

Read the following:-

1. G.O.Ms.No:335, G.A. (I & P.R.) Dept., Dated:30.07.2001.
2. G.O.Ms.No:387, G.A. (I &PR) Dept., Dated:17.09.2001.
3. From the Managing Director, A.P. State Film Television and Theatre Development Corporation Ltd., Hyderabad, Letter No. FDC/NFA-2008 -2211, dated:31.01.2009.

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ORDER :-

In the G.Os. first and second read above, orders were issued instituting Awards and prizes from 1965 onwards to the Best Films produced every year in the categories of Feature Films, Documentary Films, Children's Films and Educational Films also covering Artists, Technicians and Feature Films in Telugu and on National Integration.

2. During the NANDI FILM AWARDS presentation ceremony for 2005 & 2006 held on 16.11.2008, the Hon'ble Chief Minister announced to present awards at National Level in memory of Late Sri Bommireddy Narasimha Reddy popularly known as B.N. Reddy and late Sri Nagi Reddy & late Sri Chakrapani (both produced cinemas under the banner VIJAYA Productions) the legends of Telugu Film Industry. In recognition of their services rendered to the Industry, late Sri B.N. Reddy was awarded with Padma Bhushan and Dada Saheb Phalke Awards, and late Sri Nagi Reddy with Dada Saheb Phalke Award by the Government of India.

3. In accordance with the announcement made by the Hon'ble Chief Minister it is proposed to institute two awards to be presented to the Film Industry personnel at National Level, who contributed for the growth and development of Film Industry.

4. Government is giving one National Award every year i.e., NTR National Film Award which carries a cash prize of Rs.5.00 lakhs, Memento and citation. The Government is also giving RAGHUPATHI VENKAIAH Award at State Level which carries a cash prize of Rs.50.000/-. Sri Raghupathi Venkaiah was a very popular personality who strived hard for the development of the Telugu Film Industry and his stature is much above late Sri B.N. Reddy and late Sri Nagi Reddy & late Sri Chakrapani and the award amount being given is just Rs.50,000/-. If the cash prize for the newly announced awards is fixed on par with Raghupathi Venkaiah Award i.e., Rs.50,000/-, the amount may not be befitting to the stature of the awards, since the same is being given at National level.

5. Therefore it is decided to

- i) Fix the cash prize for Sri B.N. Reddy Award as Rs.2.00 lakhs and Sri Nagi Reddy & Chakrapani Award – Rs.2.00 lakhs.
- ii) To enhance the cash prize of Rs. 50.000/- being given to Raghupathi Venkaiah Awardee to Rs.2.00 lakhs.

(PTO)

- iii) To release the funds in the budget under the following Head of Account
“2220 – Information and Publicity 01 – Films
MH- 105 - Production of films - SH- 04 – promotion of Film Industry
500- Others Charges - 503- Other Expenditure”.

6. A sub- committee with the following members is accordingly constituted to formulate guidelines like eligibility criteria for the two Awards, selection procedure, Memento design etc.

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| i) Managing Director,
APSFTVTDC | .. Member – Convener |
| ii) Chairman,
A.P. State Cultural Council | .. Member |
| III) Addl. Secretary,
Finance Department | .. Member |
| IV) President,
A.P. Film Chamber of Commerce | .. Member |
| v) President
The Hyderabad State Film
Chamber of Commerce | .. Member |

7. The Managing Director, A.P. State Film T.V. and Theatre Development Corporation Ltd. shall take necessary action in the matter and send the report to Government.

8. This order issues with the concurrence of the Finance (Exp. – GAD.I) Department vide their U.O. No.12153/294/A2/Exp. GAD.I/09, dated: 27.05.2009.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

C. PARTHA SARATHI,
EX. OFFICIO SECRETARY TO GOVERNMENT.

The Managing Director,
A.P. State Film TV & Theatre Development Corporation Ltd., Hyderabad.
The Director, Information & Public Relations, Hyderabad,
The Accountant General, A.P. Hyderabad.
The Pay & Accounts Officer, Hyderabad.
The Additional Secretary to Govt., Finance Department.
The President, Hyderabad State Film Chamber of Commerce,
H.No: 1-1-145/47, Old.No:62. Happy Trade Centre, S.D. Road, Sec'bad. -500 003.
The President, A.P. Film Chamber of Commerce, Dr. Ramanaidu
Building Complex, Film Nagar, Jubilee Hills, Hyderabad - 500 033.

Copy to:

The P.S. to Prl. Secy. to Chief Minister.
The P.S. to Minister (I&PR)
The P.S. to Chief Secretary.
The P.S. to Secretary (Poll)
The Finance Department.

//FORWARDED::BY ORDER//

SECTION OFFICER